

IN THE CLAIMS:

1. (Original) A broadcast program transmission/reception system that inserts one or more commercials into a pay broadcast program and transmits the pay broadcast program with one or more commercials to one of a plurality of viewer's terminals, the broadcast program transmission/reception system comprising:

- 5 a pay broadcast program site for providing pay broadcast programs;
- a plurality of commercial information management sites, each of which presents a list of the pay broadcast programs to a viewer's terminal as requested by the viewer's terminal, receives a pay broadcast program designated by the viewer's terminal from the pay broadcast program site, and transmits the pay broadcast program with one or more commercials to the
- 10 viewer's terminal; and
- the plurality of viewer's terminals, each of which requests the list of the pay broadcast programs from any one of the plurality of commercial information management sites, requests a pay broadcast program included in the list of the pay broadcast programs from the commercial information management site, and receives and reproduces the pay broadcast
- 15 program with one or more commercials.

2. (Original) The broadcast program transmission/reception system of Claim 1, wherein

each of the plurality of commercial information management sites includes:

- a pay broadcast program list storage unit for storing a pay broadcast program list
- 5 on which pay broadcast program identifiers are listed;
- a commercial storage unit for storing a plurality of commercials;

a pay broadcast program list transmission unit for, when receiving a transmission request for the pay broadcast program list from a viewer's terminal, reading the list from the pay broadcast program list storage unit, and transmitting the list to the viewer's terminal;

10 a transmission request reception unit for receiving a transmission request for a pay broadcast program from a viewer's terminal, the transmission request including a pay broadcast program identifier included in the pay broadcast program list and corresponding to the requested pay broadcast program;

15 a pay broadcast program transmission requesting unit for issuing a transmission request for the pay broadcast program in accordance with the transmission request issued by the viewer's terminal to the pay broadcast program site;

a reception unit for receiving the pay broadcast program from the pay broadcast program site;

20 an edit unit for reading one or more commercials from the commercial storage unit and edit the pay broadcast program by inserting the commercials therein to produce a pay broadcast program with commercials;

a transmission unit for transmitting the pay broadcast program with commercials to the viewer's terminal that has requested the pay broadcast program; and

25 a transmission counting unit for accumulating the number of pay broadcast programs/commercials that have been transmitted to the viewer's terminals for each pay broadcast program/commercial.

3. (Original) The broadcast program transmission/reception system of Claim 2, wherein

each of the commercial information management sites further includes:

5 a commercial list storage unit for storing a commercial list on which identifiers of
available commercials stored in the commercial storage unit are listed,

wherein the pay broadcast program list transmission unit reads the commercial list
from the commercial list storage unit as well as the pay broadcast program list, and transmits
both of the lists to the viewer's terminal that has requested the program list,

10 the transmission request reception unit receives identifiers of commercials
selected from the commercial list by the viewer's terminal, as well as the pay broadcast program
identifier, and

the edit unit reads commercials corresponding to the identifiers of the selected
commercials from the commercial storage unit to edit a pay broadcast program with
commercials,

15 each of the viewer's terminals includes:

a pay broadcast program list requesting unit for requesting a pay broadcast
program list from a commercial information management site;

a list reception unit for receiving the pay broadcast program list and a commercial
list from the commercial information management site;

20 a display control unit for displaying, on a monitor, a broadcast program selection
screen on which a plurality of titles of pay broadcast programs are listed according to the content
of the program list, and after a viewer selects a pay broadcast program title, displaying, on the
monitor, a commercial selection screen on which a plurality of identifiers of commercials are
listed according to the content of the commercial list;

25 a transmission request transmission unit for transmitting a transmission request
for the pay broadcast program, the transmission request including the title of the selected pay
broadcast program and the identifiers of the selected commercials;
a reception unit for receiving the pay broadcast program with commercials; and
a reproduction unit for reproducing the pay broadcast program with commercials
30 received by the reception unit.

4. (Original) The broadcast program transmission/reception system of Claim 3,
wherein

the commercial list storage unit in the commercial information management site
further stores predetermined points set for each commercial identifier, the points for a
5 commercial identifier are given to the viewer's terminal that selects a commercial corresponding
to the commercial identifier, and

the display control unit in the viewer's terminal displays predetermined points
corresponding to each commercial identifier displayed on the commercial selection screen,
wherein

10 each of the viewer's terminals further includes:

a commercial selection reception unit for receiving a selection of a commercial
identifier among the plurality of commercial identifiers displayed on the monitor; and

a transmission request permission unit for, every time a commercial identifier is
selected, accumulating total points by adding corresponding predetermined points to a current
15 total points, and when the total points becomes predetermined value or more, permitting a
transmission request of the pay broadcast program to be issued.

5. (Original) The broadcast program transmission/reception system of Claim 4,
wherein

the commercial information management site further includes:

an advertisement fee calculation unit for calculating an advertisement fee for a
5 commercial based on a base fee set for one point, predetermined points corresponding to the
commercial, the number of times the commercial has been transmitted.

6. (Original) The broadcast program transmission/reception system of Claim 3,
wherein

each of the viewer's terminals further includes:

a commercial selection reception unit for receiving a selection of a commercial
5 identifier among the plurality of commercial identifiers displayed on the monitor; and

a transmission request permission unit for, when a predetermined number of the
commercial identifiers has been selected, permitting a transmission request of the pay broadcast
program to be issued.

7. (Original) The broadcast program transmission/reception system of Claim 3,
wherein

the commercial list storage unit in the commercial information management site
further stores added information for each commercial identifier, the added information indicating
5 the content of a commercial corresponding to the commercial identifier, and

the display control unit in the viewer's terminal displays the added information
corresponding to each commercial identifier on the commercial selection screen.

8. (Original) The broadcast program transmission/reception system of Claim 3,
wherein

each of the commercial information management site further includes:

5 a commercial selection rate calculation unit for calculating a selection rate of each
commercial selected among all of the commercials, based on the identifiers of the selected
commercials received by the transmission request reception unit, the commercial selection rate
being provided for a commercial sponsor that provides the commercial.

9. (Original) The broadcast program transmission/reception system of Claim 2,
wherein

the pay broadcast program list transmission unit in each of the commercial
information management sites includes:

5 a request distribution unit for, when the number of transmission requests for the
pay broadcast program list received from each of the viewer's terminals becomes a
predetermined number or more, transmitting identifying information on another commercial
information management site instead of the pay broadcast program list to the viewer's terminal
that has requested the pay broadcast program list, wherein

10 the viewer's terminal that receives the identifying information on the other
commercial information management site issues a transmission request for the pay broadcast
program list to the commercial information management site identified with the received
identifying information.

10. (Original) The broadcast program transmission/reception system of Claim 2,
wherein

each of the commercial information management site further includes:

a usage charge/advertisement fee calculation unit for calculating a usage charge
5 for a pay broadcast program based on a usage charge for one transmission of a pay broadcast
program and the number of transmission of the pay broadcast program and calculating an
advertisement fee for a commercial based on an advertisement fee for one transmission of a
commercial and the number of transmission of the commercial.

11. (Original) The broadcast program transmission/reception system of Claim 2,
wherein

the edit unit in each of the commercial information management site includes:

a header information generation unit for generating identifying information on the
5 pay broadcast program and identifying information on each commercial inserted into the pay
broadcast program and the number of commercials inserted into the pay broadcast program as
header information on the pay broadcast program with commercials,

the transmission counting unit in each of the commercial information
management site includes:

10 a header information reading unit for reading the header information on the pay
broadcast program with commercials transmitted by the transmission unit; and

an accumulation unit for accumulating the number of pay broadcast programs and
the commercials for each piece of header information.

12. (Original) The broadcast program transmission/reception system of Claim 1,
wherein

the pay broadcast program site includes:

an authentication licensing information storage unit for storing authentication
5 licensing information consisting of a plurality of pieces of authentication information, each piece
of authentication information is used for judging whether or not to transmit a pay broadcast
program to a commercial information management site;

an authentication information reception unit for receiving a piece of
authentication information from the commercial information management site; and

10 a judgement unit for judging whether the received authentication information
complies with any one piece of authentication information stored in the authentication licensing
information storage unit, and when the received authentication information complies with one
piece of authentication information, permitting the pay broadcast program to be provided for the
commercial information management unit, but when the received authentication information
15 does not comply with any pieces of authentication information, refusing the pay broadcast
program to be provided for the commercial information management site,

each of the commercial information management sites includes:

an authentication information transmission unit for transmitting a piece of
authentication information including a title of a pay broadcast program to the pay broadcast
20 program site;

a reception unit for receiving an authentication licensing notification and a pay broadcast program from the pay broadcast program site, or receiving an authentication refusal notification from the pay broadcast program site;

25 a pay broadcast program storage unit for storing the pay broadcast program received by the reception unit;

an edit unit for editing the pay broadcast program by inserting commercials therein to generate a pay broadcast program with commercials; and

30 a pay broadcast program with commercials transmission unit for transmitting the pay broadcast program with commercials to the viewer's terminal that has requested the pay broadcast program.

13. (Original) The broadcast program transmission/reception system of Claim 12, wherein

each of the commercial information management sites further includes:

5 a deletion unit for deleting the pay broadcast program and the pay broadcast program with commercials stored in the pay broadcast program storage unit, immediately after the pay broadcast program with commercials transmission unit transmits the pay broadcast program with commercials to the viewer's terminal.

14. (Original) The broadcast program transmission/reception system of Claim 12, wherein

each piece of authentication information stored in the authentication licensing information storage unit includes a delivery form, and

5 the judgement unit judges whether the received authentication information complies with any one piece of authentication information stored in the authentication licensing information storage unit based on the delivery form.

15. (Original) The broadcast program transmission/reception system of Claim 12, wherein

 each piece of authentication information includes a delivery form, the delivery form is defined by a type of each viewer's terminal, and

5 the pay broadcast program with commercials transmission unit transmits the pay broadcast program with commercials to the viewer's terminal that has requested the pay broadcast program according to the delivery form specified for the viewer's terminal.

16. (Original) The broadcast program transmission/reception system of Claim 12, wherein

 each piece of authentication information stored in the authentication licensing information storage unit includes destination information, the destination information including
5 information on a area including a destination of the pay broadcast program and/or information on a viewer, and

 the judgement unit judges whether the received authentication information complies with any one piece of authentication information stored in the authentication licensing information storage unit based on the destination information.

17. (Original) The broadcast program transmission/reception system of Claim 12, wherein

each piece of authentication information stored in the authentication licensing information storage unit includes one of an identifier and a category of each commercial to be
5 inserted into the pay broadcast program,

and the judgement unit judges whether the received authentication information complies with any one piece of authentication information stored in the authentication licensing information storage unit based on one of the identifier and the category.

18.-23. (Cancelled)

24. (Original) A pay broadcast program site that is connected to a plurality of commercial information management sites via a network, each of the plurality of commercial information management sites inserting commercials into a pay broadcast program to produce a pay broadcast program and transmitting the pay broadcast program with commercials to one of a
5 plurality of viewer's terminals, the pay broadcast program site comprising:

an authentication licensing information storage unit for storing authentication licensing information consisting of a plurality of pieces of authentication information, each piece of authentication information is used for judging whether or not to transmit a pay broadcast program to a commercial information management site and includes a delivery form that is
10 defined by a type of a viewer's terminal;

an authentication information reception unit for receiving a piece of authentication information from the commercial information management site;

a judgement unit for judging whether the received authentication information complies with any one piece of authentication information stored in the authentication licensing information storage unit, and when the received authentication information complies with one
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piece of authentication information, permitting the pay broadcast program to be provided for the commercial information management unit, but when the received authentication information does not comply with any pieces of authentication information, refusing the pay broadcast program to be provided for the commercial information management site, the delivery form
20 being utilized for the judgement;

a pay broadcast program storage unit for storing pay broadcast programs;

a pay broadcast program transmission unit for, when the judgement means permits the transmission, reading the requested broadcast program from the pay broadcast program storage unit, and transmitting the pay broadcast program together with an authentication
25 licensing notification to the commercial information management site that has requested the pay broadcast program.

25. (Original) A commercial information management site that is connected to a pay broadcast program site and a plurality of viewer's terminals via a network, the commercial information management site comprising:

a pay broadcast program list storage unit for storing a pay broadcast program list
5 on which pay broadcast program identifiers are listed;

a commercial storage unit for storing a plurality of commercials;

a pay broadcast program list transmission request reception unit for receiving a transmission request for a pay broadcast program list from each of the plurality of viewer's terminals;

10 a pay broadcast program list transmission unit for, when receiving a transmission request for the pay broadcast program list from a viewer's terminal, reading the list from the pay broadcast program list storage unit, and transmitting the list to the viewer's terminal;

 a transmission request reception unit for receiving a transmission request for a pay broadcast program from a viewer's terminal, the transmission request including a pay broadcast
15 program identifier included in the pay broadcast program list and corresponding to the requested pay broadcast program;

 a pay broadcast program transmission requesting unit for issuing a transmission request for the pay broadcast program in accordance with the transmission request issued by the viewer's terminal to the pay broadcast program site;

20 a reception unit for receiving the pay broadcast program from the pay broadcast program site;

 an edit unit for reading one or more commercials from the commercial storage unit and edit the pay broadcast program by inserting the commercials therein to produce the pay broadcast program with commercials;

25 a transmission unit for transmitting the pay broadcast program with commercials to the viewer's terminal that has requested the pay broadcast program; and

 a transmission counting unit for accumulating the number of pay broadcast programs/commercials that have been transmitted to the viewer's terminals for each pay broadcast program/commercial.

26. (Original) The commercial information management site of Claim 25 further comprising:

a commercial list storage unit for storing a commercial list on which identifiers of available commercials stored in the commercial storage unit and points that are given to the viewer's terminal when selecting a commercial are listed,

wherein the pay broadcast program list transmission unit reads the commercial list from the commercial list storage unit as well as the pay broadcast program list, and transmits both of the lists to the viewer's terminal that has requested the program list,

the transmission request reception unit receives identifiers of commercials selected from the commercial list by the viewer's terminal, as well as the pay broadcast program identifier, and

the edit unit reads commercials corresponding to the identifiers of the selected commercials from the commercial storage unit to edit a pay broadcast program with commercials, wherein

the commercial information management site further includes:

an advertisement fee calculation unit for calculating an advertisement fee for a commercial based on a base fee set for one point, predetermined points corresponding to the commercial, the number of times the commercial has been transmitted.

27. (Original) The commercial information management site of Claim 25, further comprising:

a commercial list storage unit for storing a commercial list on which identifiers of available commercials stored in the commercial storage unit are listed,

5 wherein the pay broadcast program list transmission unit reads the commercial list from the commercial list storage unit as well as the pay broadcast program list, and transmits both of the lists to the viewer's terminal that has requested the program list,

 the transmission request reception unit receives identifiers of commercials selected from the commercials list by the viewer's terminal, as well as the pay broadcast program

10 identifier, and

 the edit unit reads commercials corresponding to the identifiers of the selected commercials from the commercial storage unit to edit a pay broadcast program with commercials, wherein

 the commercial information management site further includes:

15 a commercial selection rate calculation unit for calculating a selection rate of each commercial selected among all of the commercials, based on the identifiers of the selected commercials received by the transmission request reception unit, the commercial selection rate being provided for a commercial sponsor that provides the commercial.

28. (Original) The commercial information management site of Claim 25, wherein

 the pay broadcast program transmission requesting unit transmits authentication information including a transmission request for the pay broadcast program,

 the authentication information includes a delivery form defined by a type of each
5 viewer's terminal,

 the reception unit receives an authentication licensing notification together with the pay broadcast program from the pay broadcast program site; and

the transmission unit transmits the pay broadcast program with commercials to the viewer's terminal that has requested the pay broadcast program according to the delivery
10 form.

29. (Original) A viewer's terminal that is connected to a plurality of commercial information management sites which each receives a pay broadcast program from a pay broadcast program site and transmits the pay broadcast program into which commercials have been inserted to the viewer's terminal, the viewer's terminal comprising:

5 a pay broadcast program list requesting unit for requesting a pay broadcast program list from one of the plurality of commercial information management sites;

a list reception unit for receiving the pay broadcast program list and a commercial list from the commercial information management site or receiving identifying information on another commercial information management site from the commercial information management
10 site;

a redemanding unit for, when the list reception unit receives the identifying information on the other commercial information management site, redemanding the pay broadcast program list from the commercial information management site identified with the received identifying information;

15 a display control unit for displaying, on a monitor, a broadcast program selection screen on which a plurality of titles of pay broadcast programs are listed according to the content of the pay broadcast program list, and after a viewer selects a pay broadcast program title, displaying, on the monitor, a commercial selection screen on which a plurality of identifiers of commercials are listed according to the content of the commercial list;

20 a transmission request transmission unit for transmitting a transmission request
for the pay broadcast program, the transmission request including the title of the selected pay
broadcast program and the identifiers of the selected commercials;

 a reception unit for receiving the pay broadcast program with commercials; and

 a reproduction unit for reproducing the pay broadcast program with commercials
25 received by the reception unit.

30. (Previously Presented) A method for transmitting/receiving a broadcast program
by which commercials are inserted into a pay broadcast program to produce a pay broadcast
program with commercials and the pay broadcast program with commercials is transmitted to
one of a plurality of viewer's terminal, the method comprising the steps of:

5 receiving a transmission request for a pay broadcast program list from the
viewer's terminal, the list includes titles of pay broadcast programs thereon;

 transmitting the pay broadcast program list to the viewer's terminal;

 receiving a request for a pay broadcast program whose title is listed on the pay
broadcast program list from the viewer's terminal;

10 transmitting a request for the requested pay broadcast program to a pay broadcast
program site;

 receiving the pay broadcast program from the pay broadcast program site;

 inserting one or more stored commercials into the received pay broadcast program
to produce a pay broadcast program with commercials; and

15 transmitting the pay broadcast program with commercials to the viewer's
terminal, wherein

the transmitting step of the pay broadcast program list includes transmitting a commercial list on which identifiers of commercials to be inserted into the pay broadcast program and points corresponding to each commercial identifier are listed, together with the pay
20 broadcast program list, the points being given to the viewer's terminal when the viewer's terminal selecting a commercial,

the receiving step of the request for the pay broadcast program includes receiving identifiers of selected commercials together with the request for the pay broadcast program request,

25 the inserting step of commercials inserts commercials identified with the selected commercial identifiers into the pay broadcast program, wherein

the method comprises the further steps of:

accumulating the number of transmitted commercials for each commercial;

30 calculating an advertisement fee for a commercial based on a base fee set for one point, predetermined points corresponding to the commercial, the number of times the commercial has been transmitted.

31. (Previously Presented) A method for transmitting/receiving a broadcast program by which commercials are inserted into a pay broadcast program to produce a pay broadcast program with commercials and the pay broadcast program with commercials is transmitted to one of a plurality of viewer's terminal, the method comprising the steps of:

5 receiving a transmission request for a pay broadcast program list from the viewer's terminal, the list includes titles of pay broadcast programs thereon;

transmitting the pay broadcast program list to the viewer's terminal;

receiving a request for a pay broadcast program whose title is listed on the pay
broadcast program list from the viewer's terminal;

10 transmitting a request for the requested pay broadcast program to a pay broadcast
program site;

receiving the pay broadcast program from the pay broadcast program site;

inserting one or more stored commercials into the received pay broadcast program
to produce a pay broadcast program with commercials; and

15 transmitting the pay broadcast program with commercials to the viewer's
terminal, wherein

the transmitting step of the pay broadcast program list includes transmitting a
commercial list on which identifiers of commercials to be inserted into the pay broadcast
program are listed, together with the pay broadcast program list,

20 the receiving step of the request for the pay broadcast program includes receiving
identifiers of selected commercials together with the request for the pay broadcast program
request,

the inserting step of commercials inserts commercials identified with the selected
commercial identifiers into the pay broadcast program, wherein

25 the method comprises the further steps of:

accumulating the number of transmitted commercials for each commercial; and

calculating a commercial selection rate for each commercial selected among all of
the commercials, based on the identifiers of the selected commercials received in the receiving
step of the request for the pay broadcast program, the commercial selection rate being provided

30 for a commercial sponsor that provides the commercial.

32.-35. (Cancelled)

36. (Previously Presented) A viewer's terminal device for receiving and reproducing a pay broadcast program with commercials, comprising:

- a request unit operable to request a commercial information management site to provide a pay broadcast program list;

- a list reception unit operable to receive from the commercial information management site (i) the pay broadcast program list and a commercial list, or (ii) a site identifier that identifies another commercial information management site;

- a re-request unit operable to, when the list reception unit receives the site identifier, request the another commercial information management site, which is indicated by the site identifier, to provide the pay broadcast program list;

- a display control unit operable to (i) display, on a monitor, a program selection screen on which a plurality of pay broadcast program titles are listed according to content of the pay broadcast program list and (ii) after one or more of the pay broadcast program titles are selected, display a commercial selection screen on which a plurality of commercial identifiers are listed according to content of the commercial list;

- a transmission unit operable to transmit to the commercial information management site (i) the selected pay broadcast program titles, (ii) selected commercial identifiers and (iii) a pay broadcast program transmission request;

- a program reception unit operable to receive the pay broadcast program with commercials; and

a reproduction unit operable to reproduce the received pay, broadcast program
with commercials.